

DIXIE STATE UNIVERSITY

HIGHER EDUCATION APPROPRIATIONS SUBCOMMITTEE PRESENTATION

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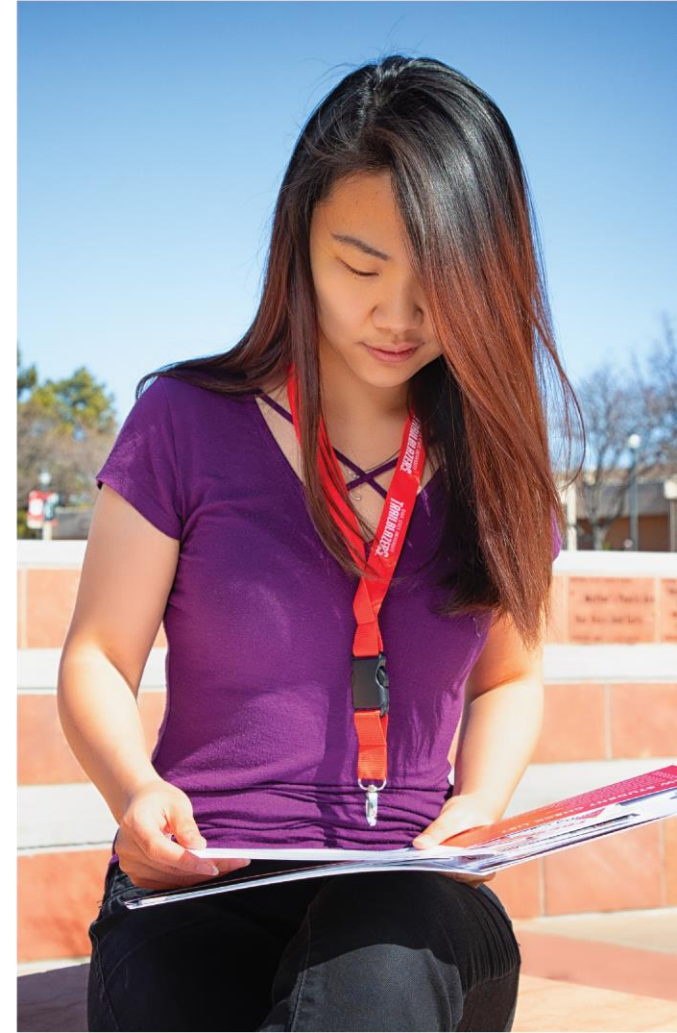
DSUTM

DIXIE STATE UNIVERSITY
ST. GEORGE, UTAH

REGIONAL COMPREHENSIVE DUAL MISSION INSTITUTIONS

ROLE AND MISSION

- Statutory role: Provide career and technical education, undergraduate, associate and baccalaureate programs, and select master's degree programs to fill regional demands
- Policy role: Provide career and technical education, undergraduate associate and baccalaureate programs and select master's degree programs to fill regional or state workforce demands. Regional universities emphasize teaching, scholarly, and creative achievements that complement teaching and community service



A photograph of the Dixie State University campus. On the left is a tall, modern clock tower with a slanted, metallic facade and a clock face near the top. To the right is a large, multi-story building with a mix of brick and glass. The foreground is a green lawn with some small shrubs. The background shows a clear blue sky with wispy clouds and distant hills. The entire image is framed by a red border on the left and right sides.

Dixie 2020

STATUS TO STATURE

2015-2020

DIXIE STATE UNIVERSITY™

U.S. NEWS & WORLD REPORT 2021 COLLEGE RANKINGS

#7 Best Regional Public Colleges in the West

#24 Overall Regional College in the West



ENROLLMENT GROWTH

2015-2020

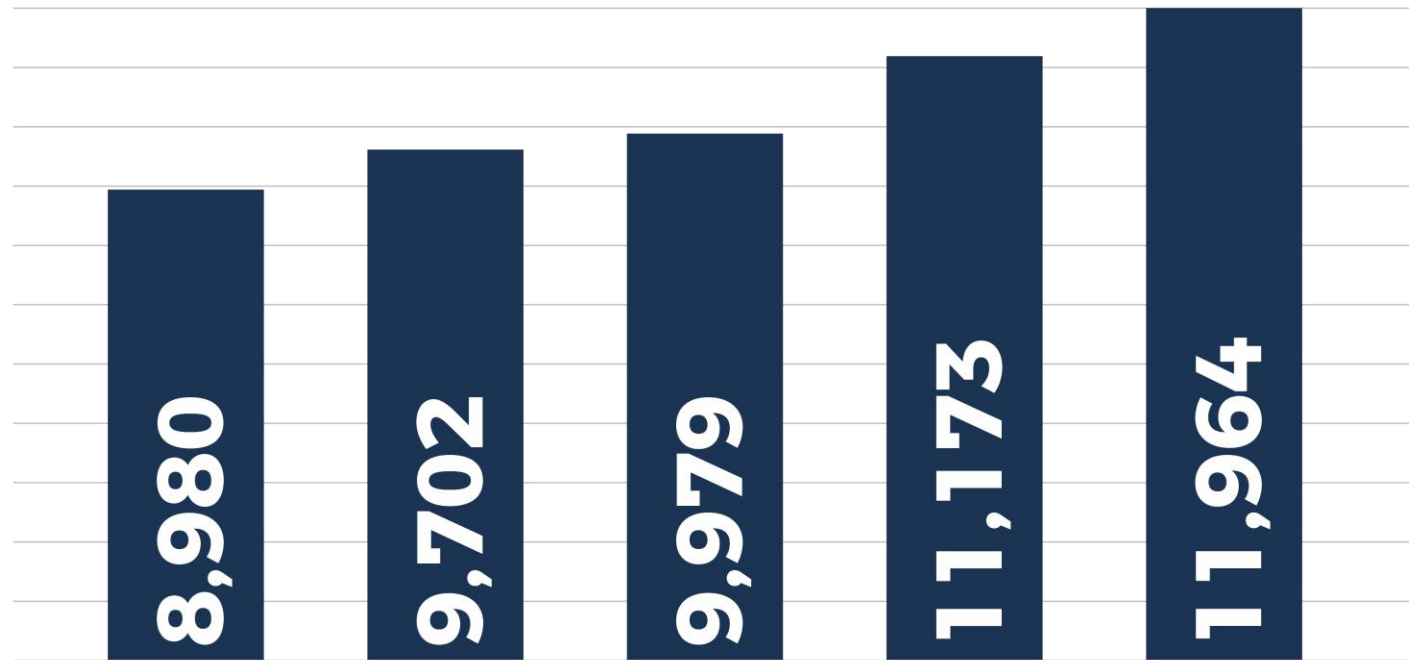
Fall 2016

Fall 2017

Fall 2018

Fall 2019

Fall 2020



TOTAL GROWTH



ENROLLMENT BY GENDER

2015-2020

Fall 2016

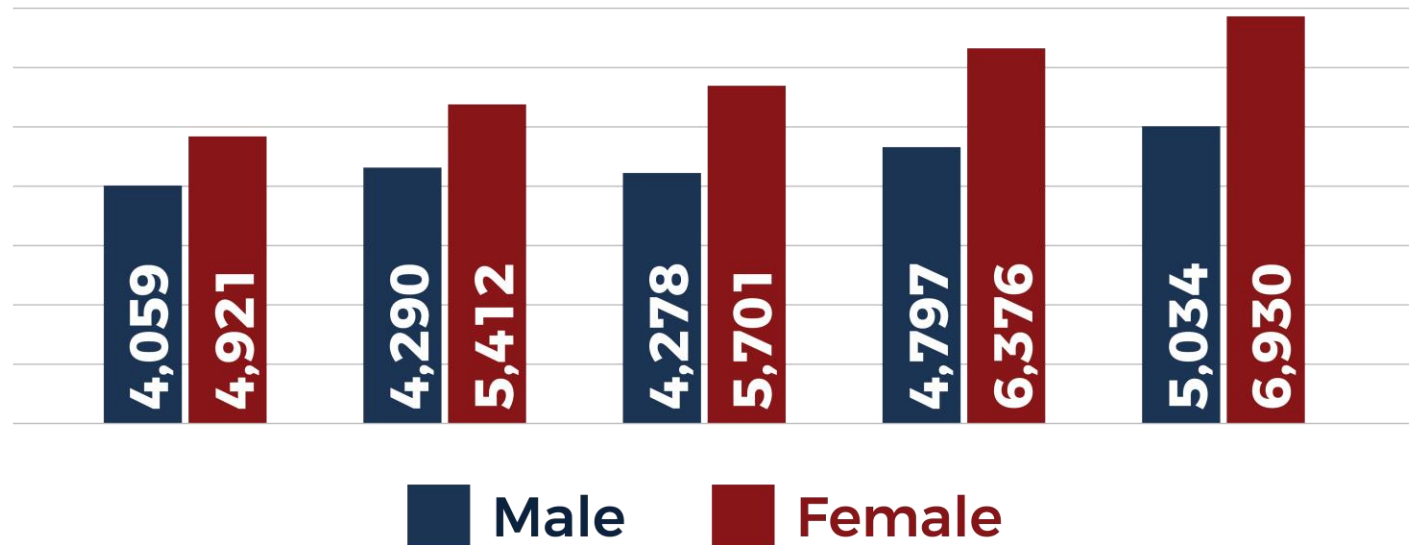
Fall 2017

Fall 2018

Fall 2019

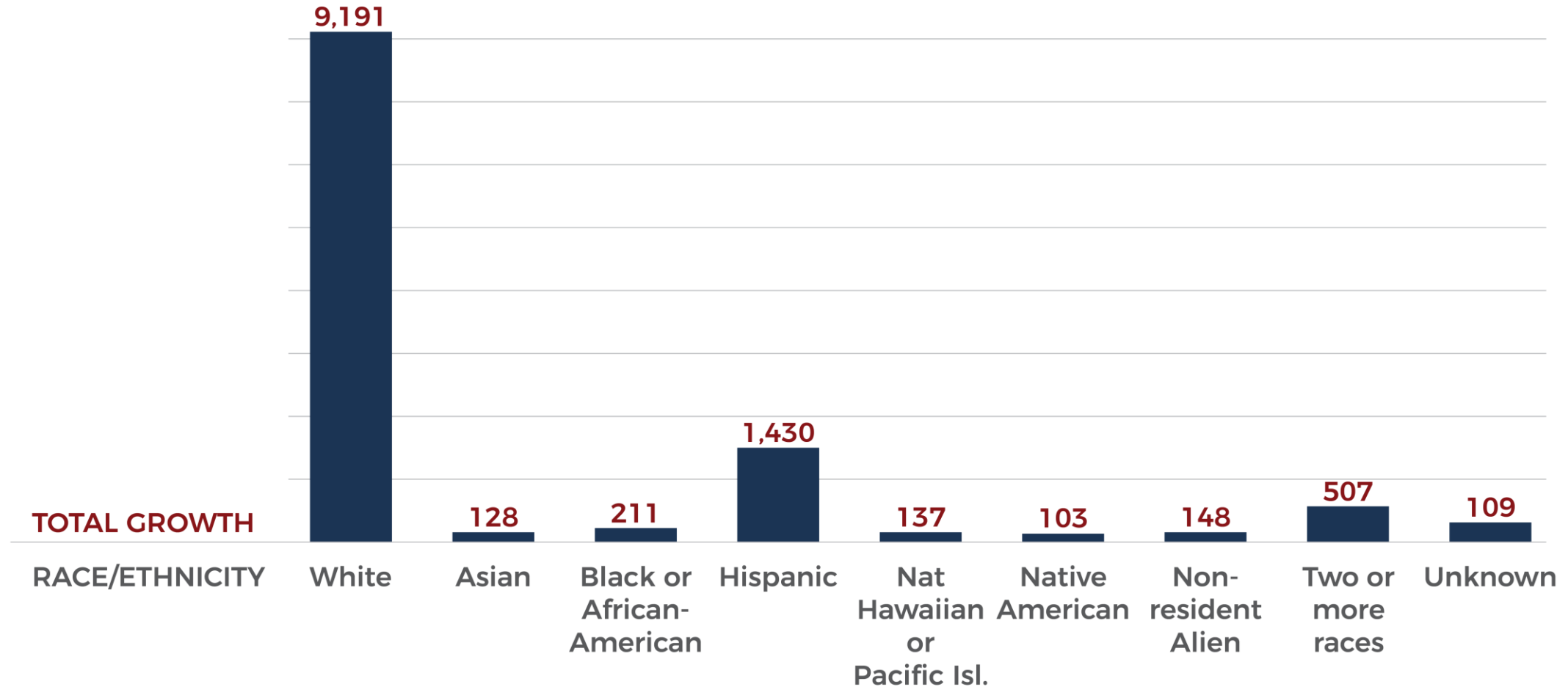
Fall 2020

TOTAL GROWTH



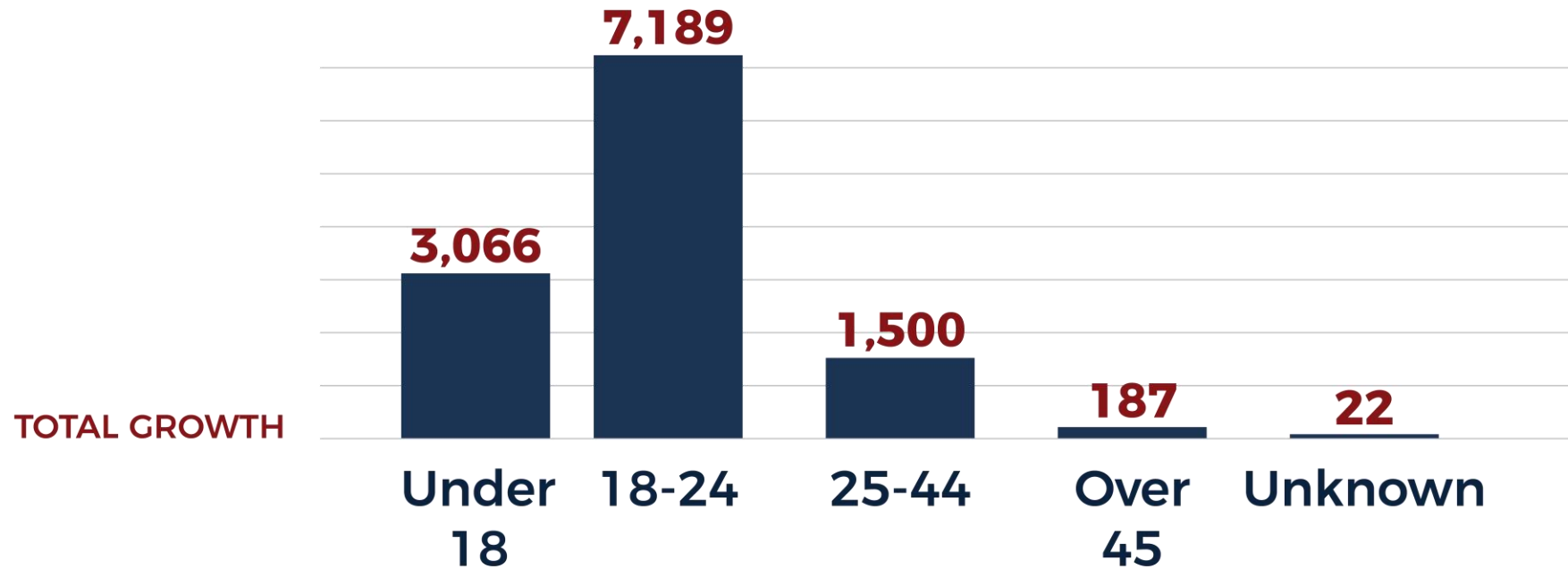
ENROLLMENT BY ETHNICITY

Fall 2020



ENROLLMENT BY AGE

Fall 2020



NON-MATRICULATED ENROLLMENT

2015-2020

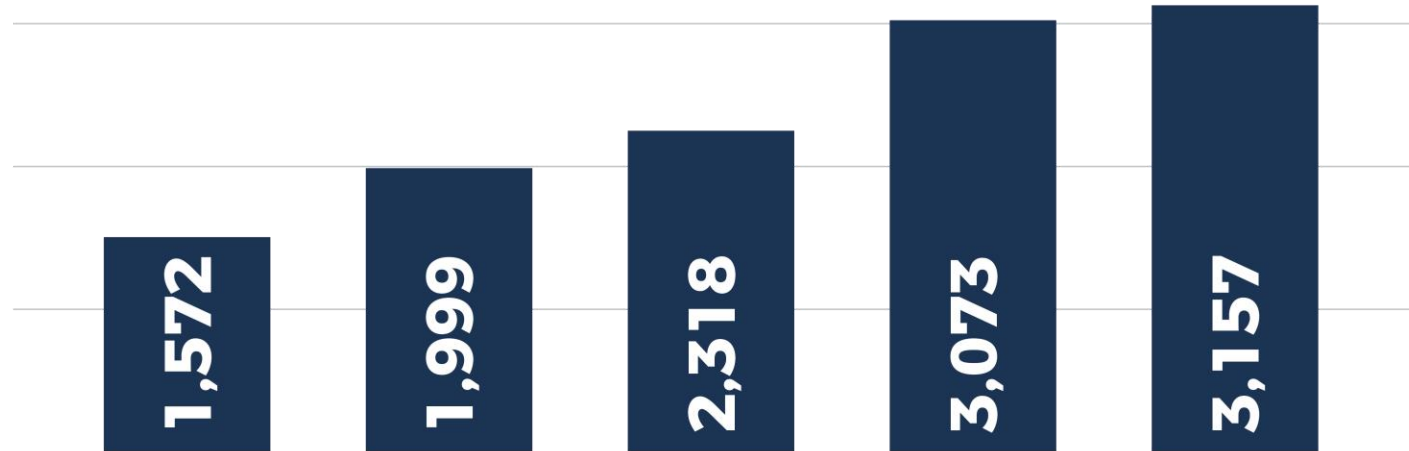
Fall 2016

Fall 2017

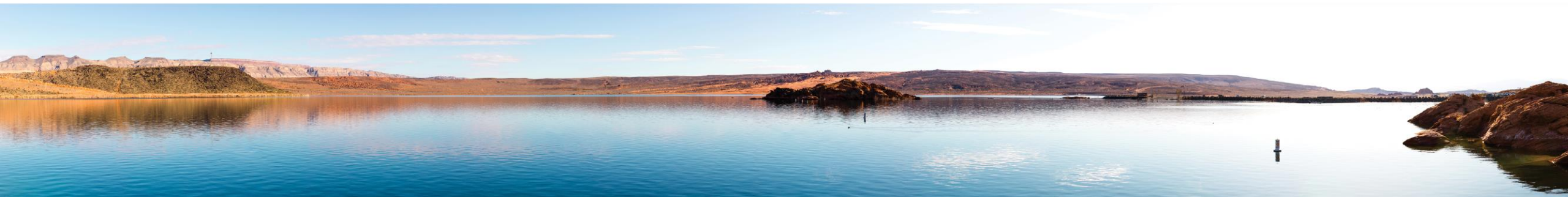
Fall 2018

Fall 2019

Fall 2020



TOTAL GROWTH



CONCURRENT ENROLLMENT GROWTH IMPACTS

- Concurrent enrollment participation up 240% since 2015
- Concurrent enrollment funding per credit down 17% since 2015
- Funding formula tied to K-12 population growth instead of concurrent enrollment program participation



SERVING UNDERREPRESENTED POPULATIONS

- DSU's new mission statement: open, inclusive, comprehensive, polytechnic institution
- Annual recruitment conference targeting high minority populations
- Created the Center for Adult and Professional Education
- New services for individuals with hearing impairments and autistic spectrum disorder



STUDENT COMPLETION RATES

2010-2015



COMPLETION INITIATIVES

ACCOUNTABILITY THROUGH ADVISEMENT

- Advisement dashboard
- Cohort management
- 15 credits per semester – increases timely completion

NAVIGATE PLANNER



A photograph of the Dixie State University building at dusk. The building is a modern structure with large glass windows and a prominent tall, narrow clock tower. The clock tower is illuminated with blue light, and the clock face is visible. The building's interior lights are on, and the sky is a mix of blue and orange from the sunset. In the foreground, there is a green lawn and some trees. The overall scene is a promotional image for the university.

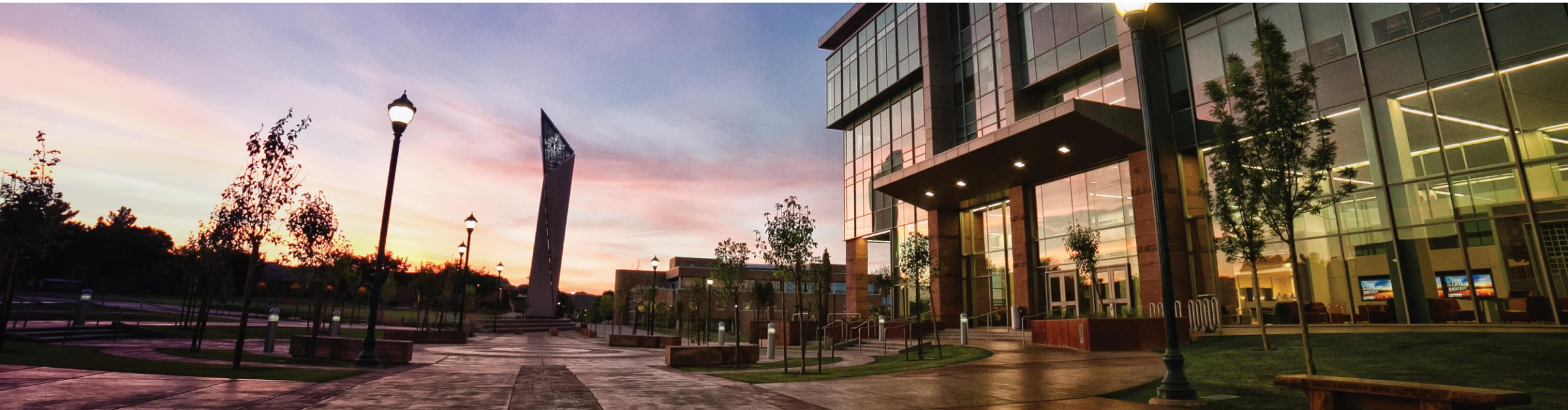
TRAILBLAZING **DISTINCTION**

open. inclusive. comprehensive. polytechnic.
2020-2025

DSUTM
DIXIE STATE UNIVERSITY
ST. GEORGE, UTAH

MISSION

Dixie State University is an open, inclusive, comprehensive, polytechnic university featuring active and applied learning to advance students' knowledge and skills while fostering competent, resilient, lifelong learners to succeed in their careers and personal lives as creators, innovators, and responsible citizens.



ELEMENTS OF THE MISSION

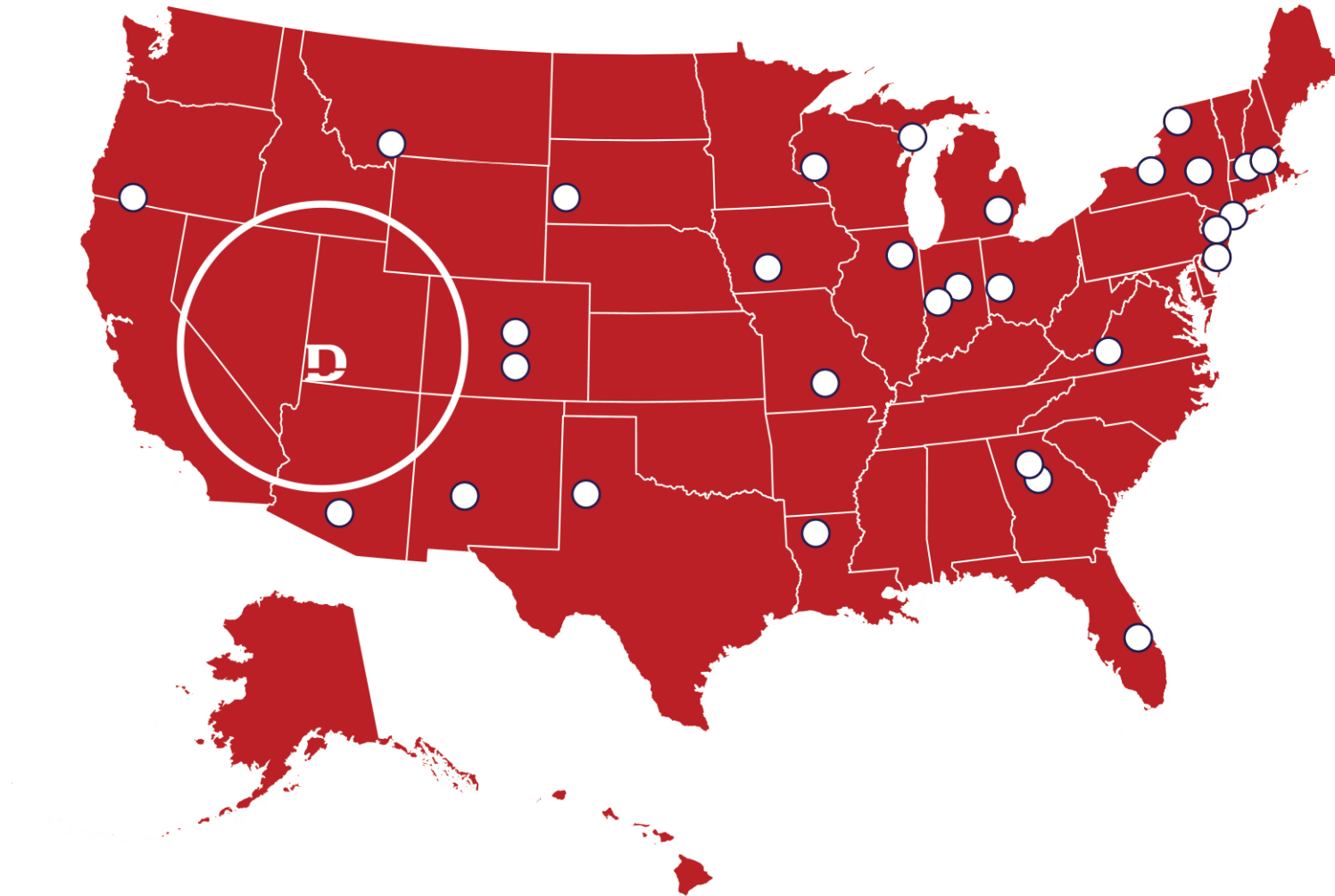
PRINCIPLES OF POLYTECHNIC

- Active and applied learning
- Career focus
- Authentic learning through industry partnerships
- Integrated liberal arts and science with STEM intensive programming



4,700+ DEGREE-GRANTING INSTITUTIONS IN THE USA

32 INSTITUTES OF TECHNOLOGY/POLYTECHNICS



BUILDING CAREER READY PROGRAMS IN HIGH MARKET DEMAND FIELDS



- Health Sciences
- Technology
- Career & Technical Education
- Engineering
- Innovation & Entrepreneurship

DSU'S DUAL MISSION ROLE

- Roughly 1/4 of awards granted in vocational fields
- 130% increase in certificates granted since 2016



Certificate awards: 29



Associate degrees: 16
Bachelors degrees: 51
Graduate degrees: 4



BUILDING INDUSTRY-ALIGNED PROGRAMMING

Four Year, Four Award Model

INDUSTRY
CERTIFICATE

60
CREDITS

ASSOCIATE DEGREE

ADVANCED
INDUSTRY
CERTIFICATE

120
CREDITS

BACHELOR DEGREE



PATHWAYS & PARTNERSHIPS

DIXIE TECHNICAL COLLEGE

- Information Technology Certificate
 - AAS in General Technology – IT Emphasis
- Digital Media Design Certificate
 - AAS in General Technology – Digital Design Emphasis



PATHWAYS & PARTNERSHIPS



- Semester faculty and advisor visits between DSU and DTC
- Cross-registration program for developmental English and math between DSU and DTC
- Planned articulation agreements with Snow College and Salt Lake Community College coming Fall 2021

RESOURCES TO MEET OUR DUAL MISSION MANDATE

PERFORMANCE FUNDING

- Full-time faculty hires needed in bottleneck courses areas
- Overload teaching equivalent to 57 FTE last year
- Development of additional associates and post-baccalaureate certificates for upskilling professionals

GROWTH FUNDING

- Academic support staff
- Public safety and cybersecurity
- Student support staff (Mental health, financial aid, admissions, advisement)



RESPONDING TO COVID-19

FINDING EFFICIENCIES TO OFFSET BUDGET REDUCTIONS

- Searches for vacant positions were canceled or frozen
- Institutionally funded construction projects delayed
- Travel and non-COVID operating expenses minimized
- Auxiliary operations personnel have been reduced or reassigned due to lower on-campus foot traffic
- Revenue from enrollment growth partially offset loss of appropriated funding



RESPONDING TO COVID-19



FACILITY USE

- Remote instruction infrastructure has been updated dramatically
- Students prefer in-person learning
- Classroom utilization remains high while seat occupancy rates declined due to social distancing

RESPONDING TO COVID-19

FACULTY NEEDS

- Improved training and additional support resources provided to faculty as they transitioned to remote learning

COURSE DELIVERY

- Classrooms were equipped with remote capability, enhancing remote learning opportunities, especially for non-traditional students



RESPONDING TO COVID-19



DSU CARES INITIATIVE

- 8 programs created based on feedback from industry partners
- \$628,000 one-time funding
- Students awarded academic credit that can be applied towards degree programs

INSTITUTIONAL NAME CHANGE RECOMMENDATION

BACKGROUND

- ▶ The Southern Utah community has great respect for the local meaning of the word Dixie that represents the pioneering spirit of grit, sacrifice, and service
- ▶ The local name is not understood outside of the region and is causing major and unnecessary difficulties for the institution and its students
- ▶ For more than 50 years, DSU firmly tied its identity to symbols of the Civil War and Confederate South
- ▶ To understand the positive and negative impacts of the name, DSU commissioned an in-depth study

33% of Southern Utah residents

41% of Utahns

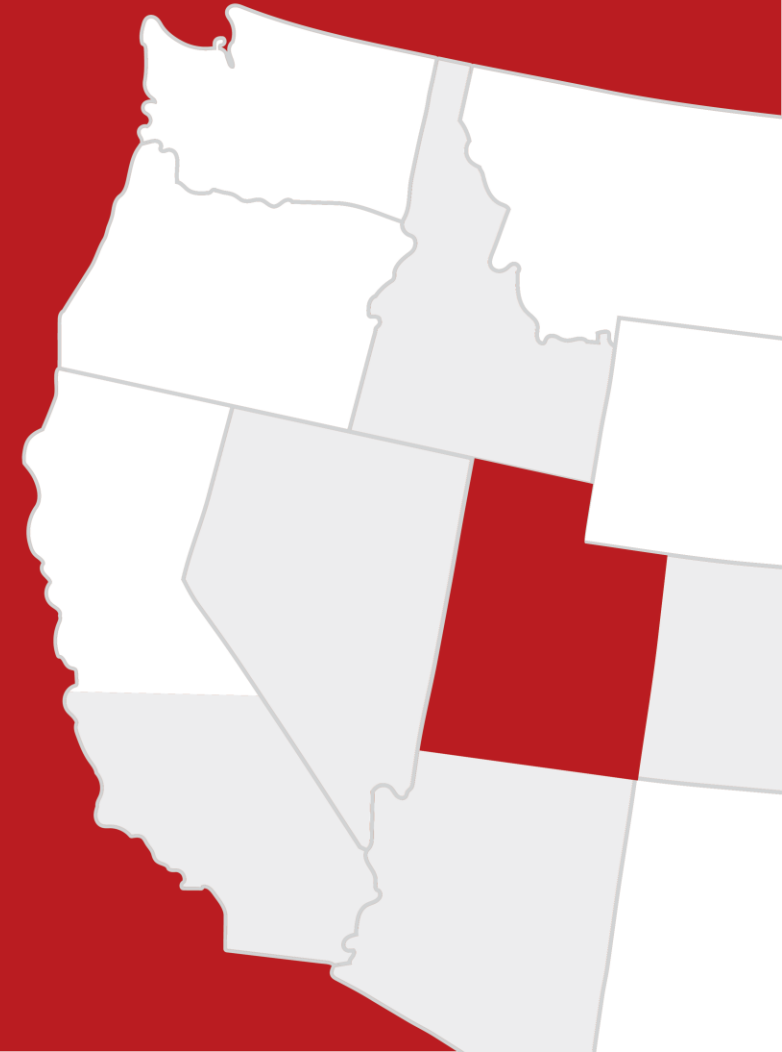
64% of respondents from our recruiting region

indicated that Dixie means the South/Confederacy to them

INSTITUTIONAL NAME CHANGE RECOMMENDATION

STUDENT IMPACT

- ▶ **22%** of recent alumni working outside of Utah has had an employer express concerns with the name
- ▶ **42%** of prospective students from our recruiting region and **22%** from Utah say the name makes them less likely to attend DSU
- ▶ **49%** of employees think keeping the name Dixie will have a negative impact on recruiting new faculty and staff



INSTITUTIONAL NAME CHANGE RECOMMENDATION

DIXIE NAME IMPRESSION

- ▶ Support for a brand name should be at or near **100%**
- ▶ **52%** of recent alumni who live outside of the state feel the name has a negative impact on the brand
- ▶ **45%** of employees indicate others assume DSU is in the South
- ▶ Attention on the University name detracts from the University's mission, offerings, and accomplishments

Percentage of people that feel uncomfortable wearing our apparel outside of Utah

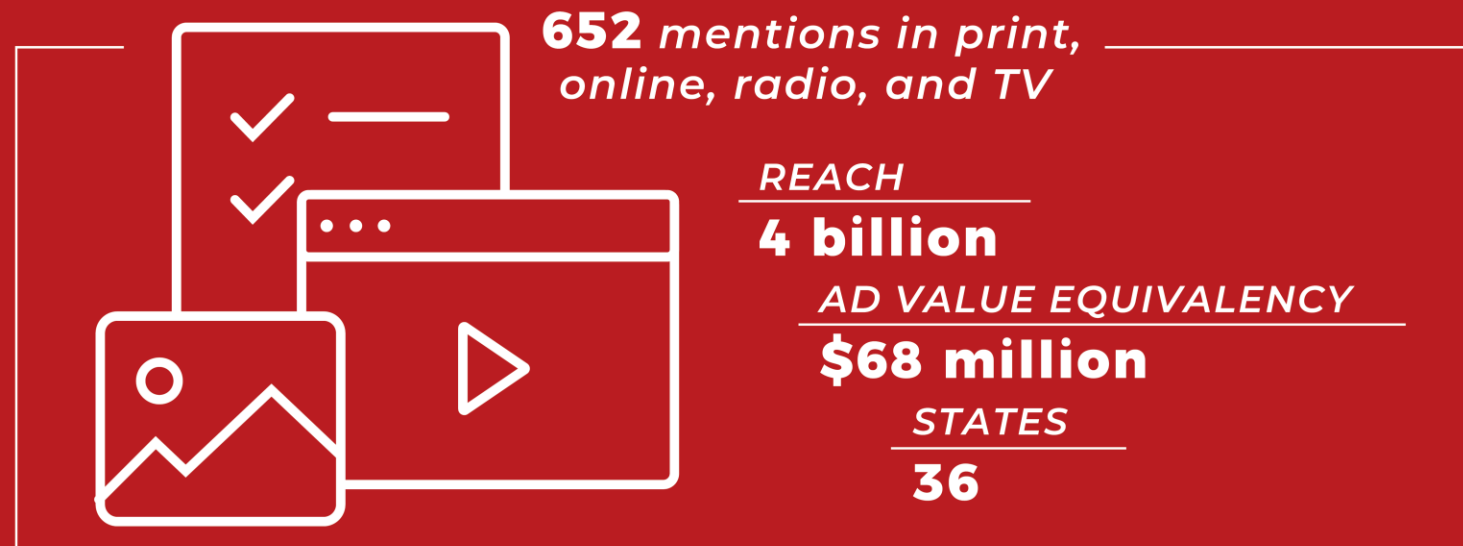


17% of our community members
38% of Utahns
52% recruiting region

INSTITUTIONAL NAME CHANGE RECOMMENDATION

STATEWIDE IMPACT

- ▶ Dixie's name is receiving immense national attention, potentially affecting the state's reputation
- ▶ Following the DSU Board of Trustees' recommendation, DSU received the following media coverage:



INSTITUTIONAL NAME CHANGE RECOMMENDATION

PRESERVING HERITAGE

- ▶ DSU has a rich history, and it is that very history that has allowed us to grow and thrive
- ▶ DSU is not attempting to remove the regional name or history of Dixie
- ▶ DSU is applying to have the D on the Hill and the Dixie Rock included on the National Register of Historic Places
- ▶ DSU supports all local organizations that retain the Dixie name



DIXIE STATE UNIVERSITY NAME CHANGE RECOMMENDATION

UNANIMOUSLY APPROVED BY:

DSU BOARD OF TRUSTEES

UTAH BOARD OF HIGHER EDUCATION

DSU STUDENT ASSOCIATION

DSU PRESIDENT'S CABINET

DSU UNIVERSITY COUNCIL



THANK YOU